

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for assessing market trends in a supply chain management framework, comprising:
  - a) receiving data utilizing a network, the data comprising relating to various sales totals from sales not made on the network the sale of different types of goods from each of a plurality of independent franchise stores in a plurality of regions, each of the independent franchise stores sending the data in a first format;
  - b) tagging the data with a date on which it was collected;
  - c) a supply chain computer of a supply chain manager organizing the data by region and dates to obtain organized data; and
  - d) the supply chain computer generating a graph with assessing market trends utilizing the organized data to assess market trends;
  - e) the supply chain computer tracking the data against forecasted sales on a daily basis and determining a deviation on at least a periodic basis;
  - f) generating an alert if a deviation meets a criteria;
  - g) grouping of the data relating to the sale of different types of goods into a second format;
  - h) permitting access to the data, to the graph, and to the grouping of the data in the second format; and
  - i) upon a request for access by a member of the supply chain, parsing the data based on an identification of the member and providing access to the parsed data.
2. (Original) The method of claim 1, wherein the network includes the Internet.
3. (Original) The method of claim 1, wherein the market trends are assessed via a network-based interface.
4. (Cancelled).

5. (Original) The method of claim 4, wherein the graph includes dates as one coordinate.
6. (Currently Amended) A system for assessing market trends in a supply chain management framework, comprising:  
an electronic storage; and  
a set of processors that use the electronic storage and include among them the following logic elements
  - a) logic for receiving data utilizing a network, the data ~~comprising~~relating to various sales totals from sales not made on the network ~~the sale of~~ different types of goods from each of ~~by~~ a plurality of independent franchise stores in a plurality of regions, each of the independent franchise stores sending the data in a first format;
  - b) logic in a processor for tagging the data with a date on which it was collected;
  - c) logic in a processor for organizing the data by region and dates to obtain organized data; and
  - d) logic in a processor for generating a graph with ~~assessing market trends utilizing the organized data~~ to assess market trends;
  - e) logic in a processor for tracking the data against forecasted sales on a daily basis and determining a deviation on at least a periodic basis;
  - f) logic in a processor for generating an alert if a deviation meets a criteria;
  - g) logic for grouping of the data relating to the sale of different types of goods into a second format;
  - h) logic in a processor for permitting access to the data, to the graph, and to the grouping of the data in the second format; and
  - i) logic in a processor of a supply chain manager for, upon a request for access by a member of the supply chain, parsing the data based on an identification of the member and providing access to the parsed data.
7. (Original) The system of claim 6, wherein the network includes the Internet.
8. (Original) The system of claim 6, wherein the market trends are assessed via a network-based interface.

9. (Cancelled).
10. (Original) The system of claim 4, wherein the graph includes dates as one coordinate.
11. (Currently Amended) A computer program product for assessing market trends in a supply chain management framework, comprising:  
a set of computer usable media having computer readable program code embodied therein to be executed by a computer, the computer readable program code comprising:
  - a) computer code for receiving data utilizing a network, the data ~~comprising relating to various sales totals from sales not made on the network~~ the sale of different types of goods from each of ~~by~~ a plurality of independent franchise stores in a plurality of regions, each of the independent franchise stores sending the data in a first format;
  - b) computer code for tagging the data with a date on which it was collected;
  - c) computer code for organizing the data by region and dates to obtain organized data;  
and
  - d) computer code for generating a graph with ~~assessing market trends utilizing the organized data~~ to assess market trends;
  - e) computer code for tracking the data against forecasted sales on a daily basis and determining a deviation on at least a periodic basis;
  - f) computer code for generating an alert if a deviation meets a criteria;
  - g) computer code for grouping of the data relating to the sale of different types of goods into a second format;
  - h) computer code for permitting access to the data, to the graph, and to the grouping of the data in the second format; and
  - i) computer code for, upon a request for access by a member of the supply chain, parsing the data based on an identification of the member and providing access to the parsed data.
12. (Original) The computer program product of claim 11, wherein the network includes the Internet.

13. (Original) The computer program product of claim 11, wherein the market trends are assessed via a network-based interface.
14. (Cancelled).
15. (Original) The computer program product of claim 14, wherein the graph includes dates as one coordinate.